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NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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BEST DECEMBER AND 4TH QUARTER WRAP UP RECORD YEAR FOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped more than 2.8 million units in December and 9.4 million units in the fourth quarter -- the largest shipments ever in history for a December and fourth quarter, report the Association of Home Appliance Manufacturers (AHAM).

Shipments were up 12.7% in December and 12.9% in the fourth quarter, compared to the same 1983 periods.

"Fourth quarter figures were particularly gratifying because they exceeded the previous record set a year ago," commented AHAM President Robert Holding. "We opened 1984 expecting a 'second best' year, then upgraded the forecast in the spring, but we didn't expect to beat the previous annual record by 3.6 million units."

1984 shipments exceeded 39.4 million units, surpassing the previous record of 35.8 million units set in 1973. Microwave ovens (9.1 million units) powered the industry to a new record, accounting for more than one-fifth of the total 1984 shipments.

Several more records were established in 1984:

- Monthly shipments were at record levels for every month except April, which was the second best April ever.
- In ten of the 12 months, shipments exceeded three million units.

(MORE)

Previously, only six months ever reached that mark in a single year.

- Shipments reached record levels for each quarter -- 9.6 million, 10.6 million, 9.6 million and 9.4 million units respectively.
- Two products -- food disposers and microwave ovens -- set annual shipment records. Disposers surpassed 4 million units for the first time, and microwave ovens claimed the largest annual shipment of any home appliance in history.

Total shipments for the year were up by 21.5% over 1983, an increase of almost 7 million units.

According to the current forecast, the appliance industry expects another strong year in 1985, with shipments reaching 39.8 million units.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
December, 1984

	December 1984	December 1983	% Change	Calendar Year to Date 1984	Calendar Year to Date 1983	% Change	Calendar Quarter 1984	Calendar Quarter 1983	% Change
ALL MAJOR APPLIANCES**	2,885.5	2,560.7	+12.7%	39,446.4	32,466.3	+21.5%	9,448.8	8,370.8	+12.9%
ROOM AIR CONDITIONERS	113.4	98.6	+15.0	3,102.8	2,001.5	+55.0	200.1	182.6	+ 9.6
DEHUMIDIFIERS	10.3	7.4	+39.2	591.0	437.1	+35.2	19.7	11.5	+71.3
DISHWASHERS - TOTAL	253.8	251.5	+ 0.9	3,490.7	3,121.1	+11.8	849.0	885.5	- 4.1
Built-In	228.8	224.0	+ 2.1	3,245.1	2,858.6	+13.5	777.8	808.1	- 3.7
Portable	24.9	27.6	- 9.8	245.6	262.5	- 6.4	71.2	77.4	- 8.0
DISPOSERS	302.5	281.2	+ 7.6	4,086.7	3,544.4	+15.3	1,039.4	965.8	+ 7.6
COMPACTORS	17.5	16.0	+ 9.4	182.4	156.7	+16.4	49.2	44.1	+11.6
REFRIGERATION - TOTAL	405.0	423.7	- 4.4	7,274.8	6,817.8	+ 6.7	1,465.0	1,538.3	- 4.8
Refrigerators	334.7	341.6	- 2.0	5,994.1	5,476.5	+ 9.5	1,227.7	1,286.6	- 4.6
Freezers - Total	70.3	82.1	-14.4	1,280.7	1,341.3	- 4.5	237.3	251.8	- 5.8
Upright	37.5	42.1	-10.9	631.1	639.1	- 1.3	127.2	133.1	- 4.4
Chest	32.9	39.9	-17.5	649.6	702.2	- 7.5	110.1	118.7	- 7.2
ELECTRIC RANGES - TOTAL	220.7	211.8	+ 4.2	3,073.5	2,753.6	+11.6	760.1	731.9	+ 3.9
Free Standing	180.6	167.4	+ 7.9	2,496.1	2,190.5	+14.0	623.3	580.3	+ 7.4
Built-In	40.1	44.4	- 9.7	577.5	563.1	+ 2.6	136.8	151.6	- 9.8
MICRO. OVENS/RANGES***	953.0	746.7	+27.6	9,132.2	5,933.2	+53.9	2,951.9	2,104.3	+40.3
HOME LAUNDRY - TOTAL	624.5	541.8	+15.3	8,732.9	7,909.5	+10.4	2,169.6	1,966.7	+10.3
Washers - Total	340.7	292.3	+16.6	5,048.6	4,615.6	+ 9.4	1,195.1	1,081.2	+10.5
Automatic	340.7	287.3	+18.6	5,048.6	4,546.4	+11.0	1,195.1	1,066.1	+12.1
Wringer & Other	#	5.0	#	#	69.3	#	#	15.1	#
Dryers - Total	283.8	249.6	+13.7	3,684.3	3,293.9	+11.9	974.5	885.5	+10.1
Electric	221.4	200.1	+10.6	2,930.6	2,622.0	+11.8	769.1	700.5	+ 9.8
Gas	62.4	49.5	+26.1	753.6	671.9	+12.2	205.3	185.0	+11.0

** Numbers do not add because of overlapping product category
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
# Series discontinued